

### EXAMINER'S AMENDMENT

An examiner's amendment to the record appears below. Should the changes and/or additions be unacceptable to applicant, an amendment may be filed as provided by 37 CFR 1.312. To ensure consideration of such an amendment, it **MUST** be submitted no later than the payment of the issue fee.

Authorization for this examiner's amendment was given in a phone interview with Carl K. Turk (Applicant's representative), registration #59,675 on 03/10/2008.

The application has been amended as follows:

1. (Currently Amended) ~~For an electronic system for creating and editing an electronic document, a computer-implemented~~ A method for providing electronic commerce actions in an electronic system for creating and editing an electronic document, the method comprising:

automatically receiving, in a plurality of recognizer plug-ins, a string of text of the electronic document after the entire string of text has been entered in the electronic document;

in each of the plurality of recognizer plug-ins, recognizing at least a portion of the string of text by annotating the string of text to determine a type label when the string includes any of a plurality of predetermined strings;

associating each label with the string of text, wherein each recognized string of text, its associated type label, and a download Uniform Resource Locator (URL) address form a semantic category, the URL address being for downloading actions associated with the semantic category, and wherein the type labels are stored along with the electronic document; and

providing a list of actions that may be performed to purchase a product associated with the string of text based on the semantic category of the string of text, wherein the list of actions is dynamically generated based on the semantic category of the string of text for each type label of the semantic category and provided in response to a user selecting a dropdown menu associated with each type label.

2. (Original) The method of claim 1 wherein the plurality of predetermined strings comprises a plurality of product names.

3. (Canceled)

4. (Previously Presented) The method of claim 1 further comprising:  
receiving an input indicating that one of the list of actions has been selected; and  
in response, connecting a web browser associated with the electronic system to a web site associated with the selected action.

5. (Currently Amended) The method of claim 4, wherein an identifier of the user of the system is stored in association with each type label and wherein the method further comprises ~~the steps of~~:  
transmitting to the web site the identifier of the user of the system.

6. (Currently Amended) The method of claim 4, wherein an identifier of the user of the system is stored in association with the actions and wherein the method further comprises ~~the steps of~~:  
transmitting to the web site the identifier of the user of the system.

7. (Original) The method of claim 5 wherein in response to identifying the user providing a discount offer to the user.

8. (Currently Amended) The method of claim 1 further comprising ~~the steps of~~ providing a coupon for the product in the each type label.

9. (Original) The method of claim 8 wherein the coupon comprises a coupon identification.

10. (Original) The method of claim 8 wherein the coupon comprises a coupon identification and a discount value and further comprising the step of sending the coupon to the web site.

11. (Original) The method of claim 10 wherein the coupon further comprises a begin date and an end date.

12. (Currently Amended) A method for providing an electronic coupon to a user of an electronic document, the method comprising:

using each of a plurality of recognizer modules to determine a number of strings in a database that match at least one string in the electronic document;

recognizing the matched strings by labeling the matched strings in the electronic document associated with each of the plurality of recognizer modules, wherein the label is stored along with the electronic document, and wherein the recognized string, and the associated label, and a download Uniform Resource Locator (URL) address are part of a semantic category associated with the recognized string, the URL address being for downloading actions associated with the semantic category;

providing a plurality of actions in association with the recognized strings based on the associated semantic category;

determining whether the number of recognized strings exceeds a predetermined minimum;

if so, then providing a coupon associated with a web site as one of the plurality of actions; and

passing an identifier associated with the semantic category of a selected action to the web site associated with the coupon such that instances of the provided action are tracked.

13. (Original) The method of claim 12 wherein the strings in the database comprise names of consumer products.

14. – 15. (Cancelled)

16. (Currently Amended) A ~~computer-implemented~~ method for purchasing a plurality of items from an e-commerce retailer comprising:

identifying the plurality of items in an electronic document by a plurality of recognizer modules on a user's computer, wherein each of the plurality recognizer modules receives the plurality of items, recognizes the plurality of items by annotating the plurality of items to determine a label, and associates each label with the plurality of items each recognized, item its associated label, and a URL of the e-commerce retailer forming a semantic category, wherein the plurality of items are identified as matching at least one term in a product database, and wherein the plurality of items are already entered in the electronic document prior to being identified;

providing, in association with at least one of the identified plurality of items based on the associated label and its semantic category, an action to buy all of the identified plurality of items, wherein the action is associated with a dynamically generated list of actions based on the semantic categories;

receiving an indication that the action has been selected;

sending a list of the identified plurality of items to a web site associated with the e-commerce retailer the URL of the web site also being part of the semantic category of the recognized item associated with the selected action; and

sending an indication to buy all of the identified plurality of items to a web site associated with the e-commerce retailer.

17. (Canceled)

18. (Original) The method of claim 16 wherein the product database is stored on the user's computer and wherein the product database comprises a list of product titles and product names found on the web site associated with the e-commerce retailer.

19. (Previously Presented) A computer-implemented method for using a recommendation e-mail from an e-commerce retailer to a computer, comprising:

receiving an e-mail from the retailer, wherein the e-mail comprises a product name of a product for sale by the retailer;

cross-referencing the product name with a type label database to determine whether the product name matches at least one entry in the type label database, wherein cross-referencing the product name with a type label database to determine whether the product name matches at least one entry in the type label database is performed by a plurality of recognizer modules on the computer;

if so, then labeling the product name with a type label associated with each of the plurality of recognizer modules, wherein the product name, its associated type label, and a URL of a web site associated with the product name are part of a semantic category, and wherein the type label is stored along with one of the e-mail and an associated document;

cross-referencing each type label with a plurality of actions to determine which actions match each type label based on the associated semantic category;

listing the matching actions in association with the product name to provide a user of the computer with a number of different actions, wherein the list is dynamically generated based on the associated semantic category by examining a registry to determine installed actions.

20. (Canceled)

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21. (Currently Amended) The method of claim 19, wherein ~~the steps of~~ cross-referencing each type label with a plurality of actions to determine which actions match each type label and listing the matching actions in association with the product name to provide a user of the computer with a number of different actions are performed by an action module on the computer.

22. – 23. (Canceled)

24. (Previously Presented) The method of claim 19, further comprising determining a locale of the user based on information associated with the user's computer to determine which one of a plurality of versions of a product associated with the product name to provide for purchase by the user.

25. (Previously Presented) The method of claim 19, further comprising forwarding information associated with the user to an author of an action plug-in installed in the user's computer for providing the actions associated with selected product names.

26. – 31. (Canceled)

### **REASONS FOR ALLOWANCE**

1. Claims 1-2, 4-13, 16, 18-19, 21, and 24-25 are allowed.
2. The following is a statement of reasons for the indication of allowable subject matter:

In interpreting the claims in light of the specification and applicant's arguments, the Examiner finds the claimed invention is patentably distinct from the prior art of record.

The prior art of record includes Pandit, US Patent No. 5,859,636, Perkowski, US Patent No. 6,625,581, Gupta et al. (Gupta), US Patent Application Publication No. US 2001/0042098, Jovicic et al. (Jovicic), US Patent No. 8,855,007, and Miller et al. (Miller), US Patent No. 5,946,647.

Pandit discloses recognizing predetermined text in a body of text (Abstract). Pandit further discloses after recognizing the text, providing a menu bar in which the name of menu corresponding to the recognized text, and the menu is a pull-down menu which identifies the operations and/or programs which relate to the recognized text, and a user is able to run one or more of the programs relevant (col. 2, lines 3-50).

Perkowski discloses providing a set of information actions related to a product identified by a user in Figures 4 and 6, and col. 4, line 36 - col. 12, line 63. Perkowski further discloses an applet providing a set actions related to an identified product to enable a user to purchase a related product (Abstract and col. 7, lines 12-17).

Gupta discloses an annotation entry includes a plurality of fields, each of fields is a collection of data which defines a particular characteristic of annotation entry, and

there are different types of annotations such as text annotation, audio annotation, or URL annotation (page 4, paragraph [0057] and page 7, paragraph [0088]). Gupta further discloses email field 266 allows the user to input the email address of a recipient of the annotation, the email address indicated in field 266 are provided to annotation back end of annotation server (pages 6-7, paragraph [0084]). Gupta further discloses all of the annotation data content and meta information can be stored together in a single store (page 4, paragraph [0055]).

Jovicic discloses providing a discount offer to a user in response to identifying the user in Figure. 4 and col. 7, line 56 – col. 8, line 17. Jovicic further discloses in col. 1, lines 12-20 that the user of coupons attracts consumers to a merchant's store.

Miller discloses receiving data from a document having recognizable structures (text, pictures, tables, graphs, voice, etc.), and upon detection of a structure, linking actions to the detected structure, each action is a computer subroutine that causes the CPU to perform a sequence of operations or an action may specify opening another application (Abstract and col. 2, lines 21-41). Miller further discloses associating actions with the structures identified in the data to enable the user to select a structure and an action and to automatically perform the selected action on the identified structure (col. 3, lines 34-51). Miller further discloses upon detection of a structure, linking action associated with the responsible pattern to the detected structure, using conventional pointers (col. 3, lines 52-67).



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3. Claim 1 is allowed because the prior art of record does not expressly disclose alone or in combination each recognized string of text, its associated type label and a download Uniform Resource Locator (URL) address from a semantic category, the URL address being for downloading actions associated with the semantic category.

4. Claims 2 and 4-11 further limit claim 1. Claims 12-13, 16, 18-19, 21 and 24-25 are allowed as well for the same reasons set forth for claims 1-2 and 4-11.

5. Any comments considered necessary by applicant must be submitted no later than the payment of the Issue Fee and, to avoid processing delays, should preferably accompany the Issue Fee. Such submissions should be clearly labeled "Comments on Statement of Reasons for Allowance."

***Conclusion***

Any inquiry concerning this communication or earlier communications from the examiner should be directed to Chau Nguyen whose telephone number is (571) 272-4092. The Examiner can normally be reached on Monday-Friday from 8:30 am to 5:30 pm.

If attempts to reach the Examiner by telephone are unsuccessful, the Examiner's supervisor, Doug Hutton, can be reached at (571) 272-4137.

The fax phone number for the organization where this application or proceeding is assigned is 703-872-9306. On July 15, 2005, the Central Facsimile (FAX) Number will change from 703-872-9306 to 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free).

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